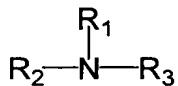


ABSTRACT

The present invention provides an ink jet ink composition containing at least water, a colorant and a water soluble organic solvent. The ink jet ink composition contains at least one amine compound represented by the following formula (1) in a range of 10 to 30% by mass:



Formula (1)

wherein the amine compound represented by the formula (1) is any one of primary to tertiary amine compounds; at least one of three substituents represented by R_1 , R_2 and R_3 in the formula (1) includes a hydrocarbon group having a hydroxyl group; and none of the three substituents contain an alkyl group having at its terminal either one of $-CO_2M$ and $-SO_3M$ in which M represents an atom or an atomic group selected from hydrogen, an alkali metal, an alkaline earth metal, an ammonium group and an organic amine group.